CLAIMS

What is claimed is:

5   1.   A system for dynamically creating a personalized message for an intended audience, comprising:

a message campaign, defining a narrative framework for said personalized message, said message campaign including:

a message template, comprising a plurality of media segment slots;

10   a plurality of media segments, each media segment corresponding to one of said media segment slots of said message template, wherein several of said media segments correspond to a same one of said media segment slots of said message template;

a plurality of expert rules; and

a message assembly component, responsive to user profile data of said intended audience

15   to apply said plurality of expert rules to said user profile data in order to select appropriate media segments for each of said media segment slots of said message template, in order to assemble said personalized message for said intended audience.

2.   The system of claim 1 wherein said intended audience has no direct control over said

20   narrative framework for said personalized message.

3.   The system of claim 1 wherein said message assembly component also uses environmental or temporal information in order to select appropriate media segments for assembling said personalized message.

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4.   The system of claim 1 wherein said media segments are selected from the group including audio, video, background, animation, synthesized graphics and voice.

5.   The system of claim 1 wherein several of said media segments which correspond to a

same one of said media segment slots of said message template are of different lengths, and said message template appropriately adjusts said personalized message based on a length of a selected one of said media segments.

5   6.   The system of claim 1 wherein said personalized message is assembled immediately before presentation to said intended audience.

7.   The system of claim 1 wherein said user profile data of said intended audience is obtained from a plurality of user information data sources.

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8.   The system of claim 7 wherein said message campaign includes a target entity profile, said target entity profile providing an indication of appropriate media segments for selected user profile data.

15   9.   The system of claim 8 wherein said target entity profile provides an indication for selecting said intended audience from said user information data sources.

10.   A method for dynamically creating a personalized message for an intended audience; said method comprising:

obtaining user profile data for said intended audience;

5   selecting a message template, said message including a plurality of media segment slots;

applying a plurality of expert rules to said user profile data and said message template, in order to select, from a plurality of media segments, appropriate media segments for insertion into said plurality of media segment slots in said message template;

assembling said personalized message using said message template and said selected

10   media segments; and

providing said assembled personalized message in a format for delivery to said intended audience.

11.   The method of claim 10 wherein said message template and plurality of message

15   segments are created as part of a message campaign, which defines a narrative framework for said personalized message.

12.   The method of claim 10 wherein said steps of assembling said personalized message and providing said assembled personalized message is performed immediately before delivery to said

20   intended audience.

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